

## 2011 PROGRAM

MWGCOA extends its welcome to MGA, GOLF COURSE OWNERS OF WISCONSIN and other states, as well as our suppliers and guests who are attending this year's conference. We're glad you're here!!

**NOTE: PGA members can receive credits for attending these meetings. GCSAA members can receive education credits for attending Tuesday's and Wednesday's meetings.**

**Your NAMETAG is your passport to all of our social events. (Pick them up at the Registration Desk)**

NAMETAGS with green dots indicate first-time attendees; please help us make them feel welcome.

Wednesday November 2, 2011

REGISTRATION OPENS

7:30AM

EXHIBITS OPEN Coffee and rolls in exhibit area

7:30

(All refreshment breaks are courtesy of ENTEGRA/INTERNATIONALCLUB SUPPLIERS)

8:15

Mike Malone Owner, Ridges at Sand Creek Golf Course Jordan, MN and MWGCOA President will open the 15th ANNUAL CONFERENCE AND TRADE SHOW with introductions of special guests, and his welcome.

MWGCOA gratefully acknowledges the generous support of the MINNESOTA GOLF ASSOCIATION for special funds to help underwrite portions of today's program. Thank you!

***"Yesterday's Golf Is So----Yesterday"* –Jim Baugh, President Jim Baugh Consulting LLC**

8:30



**Jim Baugh** has had an enviable career as an agent of change in both the tennis and now the golf industries and is currently a consultant to Golf 2020 in the "Get Golf Ready Program". As President of Wilson Sporting Goods from 1996 to 2003, Jim was instrumental in helping to rekindle participation in tennis, ***the only traditional sport that has grown in participation in the past 10 years.*** Along the way Jim presided over Wilson during an unprecedented gain in market share from 14% to over 50% of racquet sales worldwide. In 2011 Jim was inducted into the Sporting Goods Industry Hall of Fame as one of the pioneers, innovators, and leaders who helped build and grow the sports industry. Jim is a passionate presenter, and convinced that understanding the benefit segmentation of golfers can fuel a new age in golf. **You won't soon forget Jim's enthusiasm for the resurgence of golf.**

**EXHIBIT VISITATION- refreshments served in exhibit area—Thank you Entegra/ICS**

9:30

***"Golf's Glass Is More Than Half Full"* – Stuart Lindsay Principal, Edgehill Golf Advisors**

10:30



**Stuart Lindsay** and the company he founded in 1989 has provided services to an eclectic mix of clients including banks, accounting firms, golf software companies, golf course appraisers, and golf management firms along with daily-fee, and private and municipal course management. Since 2001 Edgehill has worked closely with Pellucid Corp. a well-recognized golf research and insight provider. These involvements across so many golf and golf related companies has given Stu an inside view of trends, public attitudes, and future prospects for the golf industry. Tracing the changes in market perception of golf is the key ingredient that Stu's clients pay money to hear from him. He's not shy, but through research he has great faith in market forces bringing the "ship of golf" back from "***listing***" to an ***upright*** position again. Stu asks: "**Which half of the glass will you be in, as the future unfolds?**"

***"Spending Right---Doing More With Less Today"* –Steve Young, President Increase Club Profits**

11:30



**Steve Young** is the Founder of ICP, a successful entrepreneur and savvy business man. ICP is the third company he's launched into profitability. The first, called The Health Back Store began in 1995 and in a short time expanded to 25 locations with over 35 million dollars in annual gross revenue. His next company Expense Reduction Experts was designed to help companies save money in over twenty different expense categories. Steve learned his unique systematic foundation and disciplined approach to business from a career in the United States Marines. His experience has taught him to evaluate any circumstances, (even longstanding traditions) in a new light by blending a discipline like the military, with new technology. He challenges his clients to improve their businesses, while containing costs. Steve will show you **simple ways to cut expenses painlessly; he guarantees it!**